

Sheran Malik — Fractional CTO & Technical Product Advisor

About Me

I help founders and growing businesses turn ideas into revenue-generating digital products. My work focuses on reducing technical waste, validating markets early, and ensuring every piece of software directly supports business outcomes.

I've supported companies across healthtech, eCommerce, education, and service industries — including helping one health & wellness brand generate **£32,332 in their first month of business** through strategic product design and software implementation.

I also created *Coding Chambers*, an initiative where I ran seminars, surveyed students to shape the curriculum, and brought in IT experts from around the country for webinars — helping people break into tech the right way.

Today, I use the same principles of clarity, validation, and user-driven decision-making to guide companies in building scalable, validated products quickly — without wasting time or money.

Who I Work With

I typically support founders who:

- Have raised pre-seed or seed, or are self-funded with £10k–£150k
 - Have a clear problem and early signs of demand
 - Need to build, refine, or rescue their MVP
 - Want CTO-level clarity, not a freelance developer
 - Value fast iteration, risk reduction, and avoiding wasted development
-

Core Services

Fractional CTO Leadership

Strategic oversight, technical decision-making, roadmap clarity, team guidance.

MVP Audit & Technical Assessment

Identify risks, unnecessary build costs, and scalability issues before money is wasted.

MVP Strategy & Validation

Define the right first version, validate demand, prioritise features, and minimise unnecessary development.

Technical Rescue / Turnaround

Fix failing products, stabilise architecture, and realign delivery teams to ensure the product ships safely.

Impact Highlights

- Saved **KwikFlights £4,750** by preventing unnecessary development
 - Increased hotel revenue by **12.5%** through redesigned experience + booking system
 - Built **MyMatter (legal tech marketplace)** in 7 months — fully led requirements, UX, architecture & development
 - Reduced MVP development time by **40%** through structured design–build–test cycles
 - Launched **Coding Chambers**, validating courses, building student subscription products, and running expert webinar series
 - Helped an e-commerce brand revamp their website to generate **£20,000/month** in sales
 - Helped a health & wellness brand hit **£32,332 in their first month** of business
-

Case Studies

KwikFlights — £4,750 Saved by Choosing a Smarter Path

A founder was about to spend £5k on development. After analysing their flow, conversions, and objectives, I identified a £250 alternative that achieved the same outcome. I guided the decision, helped implement the solution, and directly saved them £4,750 while increasing efficiency.

Bucoleon Hotel — Converting High Google Traffic Into Revenue

Their site ranked well but produced almost no bookings. The problem was poor UX, unclear room presentation, and no proper booking engine. I explained the revenue loss, redesigned the site, rebuilt the booking experience, and integrated the right system. Revenue increased by **12.5%**.

MyMatter — A Legal Tech Marketplace Built in 7 Months

I led the entire product from requirements to UX to architecture to development. We followed a lean cycle: design one section, build it, test it, validate, then move forward. This approach cut waste, increased speed, and delivered a functional marketplace within 7 months.

Coding Chambers — Validated Demand Before Building Anything

Multiple students asked for tutoring. Instead of offering one-to-one sessions, I validated demand through webinars and surveys, identified that Java was the highest-need topic, created the course, tested it with students, and grew it into a subscription model with multiple expert-led webinars.

E-Commerce Brand — From Broken Website to £20,000/Month in Sales

A founder came to me with an e-commerce store that was struggling: low conversions, slow performance, unclear product pages, and a checkout that was losing customers. I analysed the full funnel, identified the friction points, and redesigned the pages around buyer psychology and clarity. After improvements, the brand began generating **£20,000 per month in online sales**, turning a stagnant site into a predictable revenue engine.

Health & Wellness Brand — £32,332 in First Month Through Software

I helped a healthtech brand (anonymous) design and implement software that directly drove sales and operations. Through strategic product design, streamlined UX, and validated workflows, the brand hit **£32,332 in their first month**, turning their vision into immediate revenue.

Leadership & Technical Strengths

- Business-first technical thinking
 - Translate goals into actionable technical execution
 - Reduce risk and prevent unnecessary spend
 - Strong oversight of development teams and vendors
 - Architecture & product roadmap creation
 - Fast iteration and lean validation
 - Make complex technical decisions understandable for non-technical founders
-

Tech & Capabilities

Core: Architecture, Product Strategy, Technical Leadership, MVP Planning

Tech: Laravel, Node, React, APIs, Integrations

Other: UX Planning, Agile Delivery, Roadmap & Sprint Structure

Pricing

- MVP Audit: £5,000–£10,000
 - MVP Strategy & Validation: £3,000–£8,000
 - Fractional CTO Retainer: £2,000–£4,000/month
 - Emergency Rescue: £180–£250/hour
-

Book a call below